Introduction to Types of Business Support Projects: What They Are and What They Do
PROJECT DESIGN

DATA
business outreach, market information, surveys, studies, plans, etc.

NEEDS
what is missing from the ecosystem, what assistance is needed, where are the knowledge and/or resource gaps, etc.

MODEL
how can you best meet the needs within the constraints you have (time, money, capacity, capability, space, etc.)
Don’t fall in love with a model unless you know it can meet a need

EXECUTION
launch project – recommend using phased approach with stage gates, firm outcomes and metrics
MODELS

- **EXISTING BUSINESS SUPPORT**
  how to meet the needs of existing small businesses

- **ENTREPRENEUR SUPPORT**
  how to meet the needs of entrepreneurs and aspiring small business owners
EXISTING BUSINESSES
MODELS

**NAVIGATOR**
connections to resources | link ecosystem partners

**ECONOMIC GARDENING**
direct consultation | market research & analysis | direct growth & expansion support

**TECHNICAL ASSISTANCE**
knowledge & resource transfer on topics of current interest – ecommerce, covid protocols, customer service, etc.
PROGRAMS

ADVISER NETWORK
connect businesses with expert advisers for one-on-one conversations

FAÇADE SQUAD
direct consultation | market research & analysis | direct growth & expansion support

DATA ANALYSIS
pull and analyze specific data that a business needs to make a decision
ENTREPRENEURS
MODELS

BOOTCAMP
- introduction to techniques and mindset of entrepreneurship
- tools to validate idea
- methods to judge go/no-go

PITCH CONTEST
- ability to give startup pitch
- receive feedback from experts
- get support resources

INVESTMENT
- availability of funding for startup businesses outside traditional funding
- possible equity stake in company
MODELS

INCUBATOR
space [warehouse, retail, lab, manufacturing], mentorship, and programs combined to provide support to potential high growth startups

COWORKING
shared and/or subleased office space in a varied of settings: open, semi private, meeting rooms, common space, etc.

MAKERSPACE
space and equipment available for use by public/members often with trainings, workshops, community building
ENTREPRENEUR SUPPORT CENTER

A location/space that ties together various programs/models into a cohesive offering

Gallup MainStreet ACD
- Bootcamps
- Workshops
- “Nomadic” to help promote available property
EXPERIENTIAL ACCELERATOR

Traditional accelerator model with potential revenue generation in place of investment

Lovington MainStreet
• Downtown Bites
• Accelerator program with ability to test model and earn revenue in shared food truck

Los Alamos MainStreet
• Retail Accelerator
• Accelerator program with ability to launch retail pop-up and earn revenue while testing concept
QUESTIONS